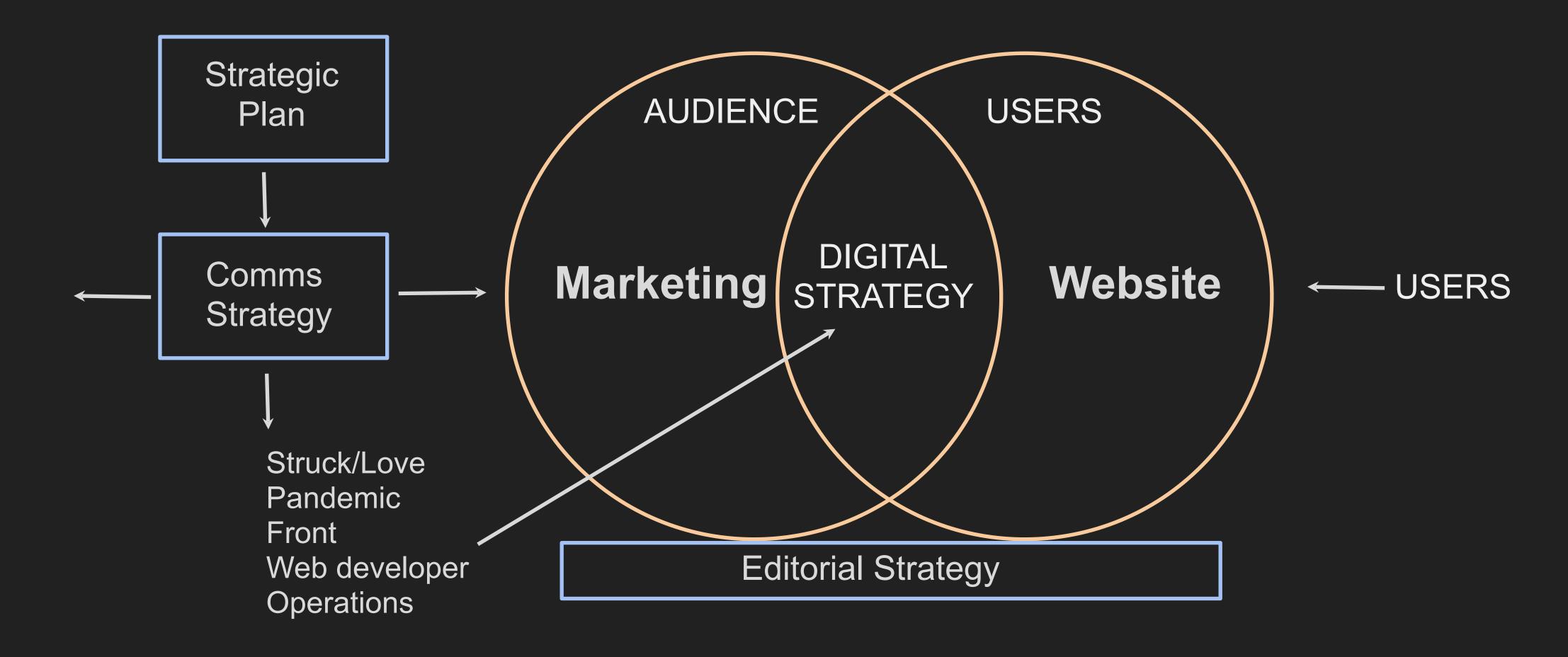
Transition

Andrew Dash Gillman | Creative and Content Manager

Responsible for editorial and inbound marketing strategies and supporting the creation, execution and measurement of the external communications strategy including leading or assisting in owned, paid and earned media distribution.



Storytelling

Create and share compelling stories and align communications to advance strategic planning.

- Support external and internal communications strategy
- Build and optimize content publishing and marketing
- Maintain high standard of engagement metrics
- Create holistic messaging
- Support sustainable tourism industry

Editorial Strategy

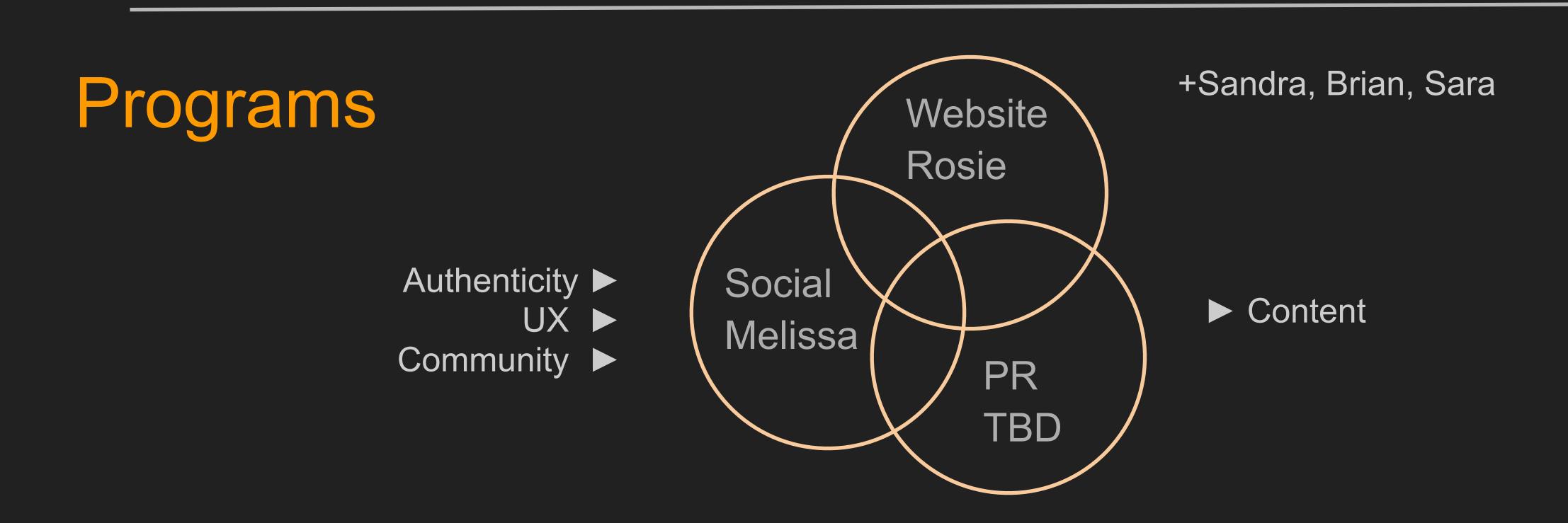
Advance and align brand values and business objectives across the UOT's brand landscape and publishing ecosystem with two objectives:

- Create well-prepared, engaged travelers (Red Emerald Initiative).
- Elevate resident awareness of the UOT brand and the positive aspects of tourism through localized PR, content distribution and ambassadorship.

Inbound Marketing

Unify tactics that create destination awareness and "pull" visitors to visitutah.com

- Build channel alignment (SEM, PPC, email, native, social media)
- Grow and optimize PPC
- Increase email marketing





Becky Keeney

Operations and Marketing Manager

Operations

Strategic Plan - Internal Communication Strategy Complex environment of a State agency



Precision Marketing

Continue powerful branding, target quality visitors, focus on distributing visitation throughout the state and year.

Digital - Social - PR

Coordination so that external communications are aligned and timed properly for maximum impact.

Domestic and International

Approach asset creation and distribution plans with a global view.

Customer Service

We believe customer service is an opportunity to make the trip planning process easier and more rewarding to travelers, while also introducing them to new destinations off the beaten path. This effort can provide better data for our marketing efforts and simultaneously improve customer loyalty. As we strive to introduce the right visitor to the right destination, we'll work together to ensure that visitors feel informed and welcome.





International



Mission: Comprehensive
International marketing
strategy that supports and
drives red emerald initiatives
globally

- Strategic alignment of consumer, travel trade and PR in our top global markets
- Management of International Reps
- Partner relationships,
 engagement and education

Destination Development

Mission: To empower Utah communities to become viable, welcoming and high quality destinations for tourism

- Management and execution of programs that support marketing, branding, strategic planning and infrastructure investment for responsible tourism economies
- Advancement of programs that support sustainable and responsible growth by providing individuals, businesses and communities with the tools, training and assistance to succeed







Urban Marketing

Build Utah's urban identity within our broader story by amplifying cultural and big-city experiences that encourage Wasatch Front stays as part of statewide itineraries.

- Native
- Social







USA V Q







Temple Square: The Geographical and **Musical Heart of Salt Lake**

Utah is most often associated with two things: Mountains and Mormons.

There's no denying the presence and cultural influence of The Church of Jesus Christ of Latterday Saints (commonly known as Mormons) in the Beehive State. It was Church of Jesus Christ pioneers, after all, that traversed the frontier and made the Salt Lake Valley their home in 1847. But while Salt Lake City was once recognized as a Church of Jesus Christ stronghold, the state's capital has taken on a new cultural form in recent

Locals often juxtapose the city against the broader Church of Jesus Christ culture, referring to it as "a liberal bubble within a conservative state." Though these two facets have distinguishing characteristics. they also interact and influence one another in

- There's a relationship between the Latter-day Saint (Mormon) culture and SLC's music scene. The church's spirit of community and inclusivity is reflected in the city's largely secular music
- The Tabernacle is an "architectural wonder" with renowned acoustics that is revered among the choral music community.
- Free rehearsals and concerts available to the public throughout the week.
- The Choir extends its activities and performances to include a wide range of musical artists and other music organizations.



I've studied this interaction through the lens of Salt Lake City's music scene. Active participants in the local music community will agree on a defining attribute: a strong sense of community and support among the diverse local musicians, venues and concert-goers.

But why? What is at the root of this tight-knit music community?

A recent conversation with the director of The Tabernacle Choir at Temple Square led me closer to what I believe to be at least part of





NAME

Table X

ADDRESS

1457 E. 3350 S. Salt Lake City, UT

PHONE

(385) 528-3712

tablexrestaurant.com

Mike Blocher grew up in the restal business-that's what inspired to Culinary Institute of America in Hy Barboza comes from a Portugues family-that love of food sent him of the CIA. Nick Fahs grew up in f New Orleans and graduated from Bocuse before attending CIA. The met during school days and disco vision. Fahs' feeling for food, insp ingredients, art and expression, m Barboza's commitment to food as community; both complement Blo bringing thoughtful and refined dis and approachable restaurant setti make good use of the garden they restaurant, the levain for the breac comes with butter they've churned every dish is a palate surprise. Tal

Salt Lake City in its devotion to da

American Malt Whiskey, Oloroso Sherry, Toasted buckwheat, Ginger, Aromatic Bitters

NGREDIENTS

1.5 oz. Sugar House Malt Whiskey (fat-washed with cocoa butter)*

.75 oz. Oloroso Sherry

.5 oz. buckwheat/ginger syrup**

2 dashes Angostura Bitters

Method:

- [1] Stir all ingredients together in a mixing glass.
- [2] Strain over large cube.
- [3] Express orange peel over drink.

*To fat-wash the whiskey:

Gently melt 4 oz. cocoa butter in a small sauce pan. Pour, with whiskey, into a food safe container. Stir to mix together and allow to sit at room temperature for a few hours. Agitate when fat starts to settle on top. Freeze over night to solidify fat. Remove frozen cocoa butter and strain the whiskey through a shortening filter or coffee filter to remove remaining fat. This leaves the whiskey with a soft flavor and velvety texture, adding body and richness, without feeling oily.

**For buckwheat and ginger syrup

Make a turbinado syrup of 800 grams sugar to 1 liter of water. Toast 200 g buckwheat until aromatic and slightly browned. Add 200 g thinly sliced ginger, toasted buckwheat and a decent pinch of salt to the turbinado syrup and heat to a low simmer. Simmer for 10 minutes and let cool to room temp. Strain out the solids through a chinois lined with a shortening filter.

The answer lies in the heart of the state's history: Utahns are farmers.

unlike that of any other American city?

So, what makes the food in Salt Lake City

When summer finally comes, you see gardens being tended in every neighborhood. It may be just a patch—tomatoes, corn, squash, heirloom beans. Salt Lake City has gained fame as a dining destination because of its unique definition of good eating: deep ties with dozens of pocket farms and growers who provide fresh food to the kitchens and passionate chefs who care more about their craft and customers than gaining fame and glamor. Most restaurants in Salt Lake are small, owned and run by chefs in the traditional European style. Fine dining is never formal here but it's



